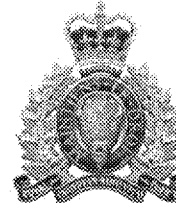


OTTAWA POLICE SERVICE
SERVICE DE POLICE D'OTTAWA
The Trusted Leader in Policing
Le chef de file de confiance dans la police



Version: 2
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Communication Plan: Convoy Demonstrations In Ottawa

Issue:

On January 28-29, 2022, convoys of vehicles including transport trucks with trailers and passenger vehicles arrived in Ottawa and took up position on Wellington Street in front of Parliament Hill. Vehicles are now parked in unsanctioned areas on city streets impacting the regular flow of traffic and movement of people in the downtown core. On February 11, the Province of Ontario has invoked the State of Emergency and on February 14, the Federal Government announced the invocation of the Emergency Services Act.

On February 13, the Ottawa Police Service (OPS) announced the formation of an Integrated Command Centre (ICC) with the Ontario Provincial Police (OPP) and the Royal Canadian Mounted Police (RCMP), which will result in a significantly enhanced ability of our police service to respond to the current situation. The ICC will allow the OPS to make the most effective use of the additional resources policing partners have provided. While the OPS remains the operational lead as the police service of jurisdiction, the ICC provides enhanced and seamless operational planning between the three partners with a goal bringing a peaceful and timely resolution to the ongoing demonstration.

Communication Goals:

1. Establish and maintain public trust in ICC partners' enforcement actions in relation to the ongoing demonstrations via increased public awareness and joint proactive communication.
2. Ongoing consultation with all three partners to ensure consistent and common key messages, communication goals and relationships that is aligned with each partner's respective area of responsibility.

Strategic Considerations:

- Messaging from all sources must be consistent. This includes front-line officers, PLT, command staff, and various levels of government.
- Utilizing officers from multiple police services creates unique communication challenges. Care should be taken to establish relationships with all partners and emphasize the need for consistent communication. This includes radio/electronic communications as well as distribution of messaging for front-line members.
- The appropriate and concurrent level of spokesperson(s) will need to be identified to speak to issues relating to the ICC and operational matters.
- Resolution of the demonstration will be considered successful, in part, if the demonstrators peacefully leave the area or there is minimal need for enforcement activity.

Communication Approach:

Internal: Proactive and reactive, as required. Each agency will provide updates and information via their respective internal communication channels. While each will provide unique messaging to its members, those messages will be drawn from common messaging to ensure consistency.

External: Proactive and reactive, as required. This will consist of regular OPS-lead media updates which will include partner information. These include media availabilities social media posts and news releases created in consultation with ICC partners. Overarching reactive media lines and questions and answers will also be developed and tailored as needed by each agency. In the event of newly developing major issues, ICC media partners will ensure consultation prior to information externally. Partners will have the ability to issue a series of proactive social media posts to highlight the ICC and the collaboration between the OPS, the OPP and the RCMP as they work together to resolve the situation.

Audiences:

Internal

1. All participating police personnel
2. City of Ottawa
3. Government of Ontario
4. Government of Canada

External

1. Residents of the City of Ottawa, specifically those who live or operate businesses in the impacted area of the downtown core.
2. The general public
3. Demonstrators and their supporters

Communication Planning

The communication team will meet each morning, virtually or in person, to discuss and coordinate any ongoing or developing issues. Any member of the communications team may also initiate a virtual or in-person discussion, as required due to developing issues, media inquiries or a need for additional messaging.

General Key Messages for Assigned Members – When Approached By Media

- While working at the demonstrations in Ottawa, you may be approached by media representation for the purpose of a brief interview or a photograph. It is the responsibility of a trained media relations officer to address media inquiries.
(REFER TO YOUR SERVICE POLICY AND PROCEDURE)
- Never say “no comment.” This can be misinterpreted negatively by the media.
- Remember that everything you say is “on the record.” Do not answer questions from the media that are outside your scope or do not make assumptions or educated guesses if you do not clearly know the answer.
- If no media officer is available you may rely on provided key messaging (below) and then indicate further information must come from a media officer.
- Do not express an opinion.

General Key Messages for Assigned Members – Public Interaction

- Remain professional at all times.
- Rely on PLT-style messaging.
- Do not participate in selfies or other activities which could be interpreted as showing support for demonstrators.
- Do not express opinions. This includes support or criticism of demonstration activities.
- Ensure it is clear that illegal activities will not be tolerated.

Key Messages

General Response:

- The Ottawa Police Service (OPS), the Ontario Provincial Police (OPP) and the Royal Canadian Mounted Police (RCMP) have been fully engaged via the Integrated Command Centre (ICC) to ensure an efficient and timely response to the ongoing demonstrations.

- The National Capital Region presents unique policing and security challenges, due to the multi-jurisdictional and complex nature of its environment and landscape and an integrated and collaborative approach is key to ensuring readiness for and response to critical incidents and threats in the NCR such as the ongoing protest situation.

- The Ottawa Police Service continues to be the agency in relation to the ongoing demonstrations in Ottawa with support from a variety of law enforcement agencies through the Integrated Command Centre.

The (Police Service) respects the rights of Canadians to exercise their freedom of expression and peaceful assembly.

The (Police Service) recognizes the need to balance individual rights and freedoms with the need to maintain public peace and order.

Messaging to Impacted Residents and Business Owners

- We understand the impact and strain this situation has caused to residents and business owners in downtown Ottawa.
- Police are working to ensure a safe resolution to the situation.
- Our goal is to ensure the safety of everyone involved.
- Police continue to investigate multiple incidents and could lay charges at a later date.
- OPS will provide additional messaging.

Enforcement/Threats/Violence/Illegal Activity:

- The (Police Service) urges everyone involved not to endanger members of the public or first responders (including police personnel), jeopardize public peace or participate in purposefully illegal events.
- The (Police Service) will maintain the peace and public/traffic safety and investigate criminal acts in accordance with its legislated responsibilities and in the best interests of all involved.
- Only the level of intervention necessary will be used to ensure the safety of the public and to maintain peace, order, and public security. The use of force is always a last resort.
- The proper use of police discretion is a valid, appropriate approach to de-escalating situations. The proper exercise of police discretion should not be confused with lack of enforcement. Police personnel may wait for a lower-risk opportunity to arrest offenders rather than inflame a situation.
- The (Police Service) will respond to unlawful activities or actions in an appropriate and professional manner.
- We are reviewing security measures based on risk assessments and will be ready to respond and adapt to any potential dangerous situation.
- We will not condone any behavior or action that puts someone's health or safety in jeopardy, including any threats or acts of violence.

Questions and Answers:

Q: “Why aren’t officers breaking up the convoys and dispersing the crowds?”

A: We understand the concerns of citizens and we share those concerns. We want to reassure the public that we continue to actively engage with and monitor these convoys. Those found committing crimes and acts of violence will be investigated and charges will be laid.

Q: “We continue to see far-right messaging from those attending these convoys – including anti-Semitic and racist messages. What are you doing about that?”

A: Our main focus is preventing these convoys from developing into situations that actively threaten the safety and security of our communities. We want to stress that we are monitoring these gatherings closely and those who are observed committing criminal offences are being investigated thoroughly. In any emergency, we ask the public to call 9-1-1 immediately.

Q: “Why hasn’t the military been called in, and why are we not seeing riot police at these gatherings?”

A: We continue to work with our policing partners across the province, as well as all levels of government, to assess risk and develop strategic plans to address these convoys. Those conversations are ongoing, and we will continue to provide updates to the public and media as things progress.

Media Relations Leads

Service	Name	Phone/Email
OPS	Julie Kavanagh	[REDACTED] KavanaghJ@ottawapolice.ca
OPS	Carole Lavigne	[REDACTED] LavigneC@ottawapolice.ca
OPP	Bill Dickson	[REDACTED] Bill.Dickson@opp.ca
OPP	Tylor Copeland	[REDACTED] Tylor.Copeland@opp.ca
RCMP	Stéphanie Dumoulin	[REDACTED] Stephanie.dumoulin@rcmp-grc.gc.ca
RCMP	Allison Donaghy	[REDACTED] Allison.donaghy@rcmp-grc.gc.ca

Social Media Accounts Utilized By Law Enforcement

Service / Platform	Account Identifier	Contact
OPS Twitter	@OttawaPolice	Julie Kavanagh
OPS Facebook	Ottawa Police Service	Julie Kavanagh
OPP Twitter	@OPP_ER	Bill Dickson
OPP Facebook	Ontario Provincial Police	Bill Dickson
RCMP Twitter	@Nat_Div_RCMP @Div_Nat_GRC	Serge Gouin
RCMP Facebook	RcmpNationalDivision GrcDivisionNationale	Serge Gouin

Media Distribution

Service	Method	Contact
OPP	OPP Media Portal	Bill Dickson
OPS	Post on website & subscriber DL	Julie Kavanagh
RCMP	Cision, website, Twitter and RSS feed	Stephanie Dumoulin

PLT Messaging

Service	Contact
OPS PLT	John Ferguson FergusonJ@ottawapolice.ca
OPP PLT	Nicole Lott [REDACTED] Nicole.Lott@opp.ca
RCMP PLT	Cst. Vladimir Napoléon Vladimir.napoleon@rcmp-grc.gc.ca Cst. Jennifer Goodings Jennifer.goodings@rcmp-grc.gc.ca

Action Plan:**Internal and External**

Action	Who	Materials	Date
1. Prepare detailed communications plan.	Bill Dickson – OPP Julie Kavanagh – OPS Stephanie Dumoulin-RCMP		
2. Prepare advanced key messaging.	Bill Dickson – OPP Julie Kavanagh – OPS Stephanie Dumoulin-RCMP		
3. Develop key messages on specific issues that emerge.	Bill Dickson – OPP Julie Kavanagh – OPS Stephanie Dumoulin-RCMP		
3. Provide approved media key messages to media spokesperson(s).	Bill Dickson – OPP Julie Kavanagh – OPS Stephanie Dumoulin-RCMP	Introductory email. Key messages and other materials.	
4. Provide PLT-consistent Key Messages to all front line members.	Bill Dickson – OPP Julie Kavanagh - OPS. Stephanie Dumoulin-RCMP	Key Messages	
5. Provide consistent Key Messaging to affected government representatives (municipal, provincial, federal)	Bill Dickson – OPP Julie Kavanagh – OPS Stephanie Dumoulin-RCMP	Key Messages	.
6. Determine process for media relations engagement.	TBD		